
City of Miami Beach
NORTH BEACH MIMO ARCHITECTURE MULTIMEDIA PRESENTATION COMPETITION
Issued July 2003

Purpose

The City of Miami Beach is sponsoring a multimedia presentation competition. The presentation is intended to inform and educate the public about the North Beach area of the City and its wealth of Miami Modern (MiMo) architecture. The City is currently planning and implementing revitalization strategies in North Beach. This project is part of a City commitment to raise the quality and quantity of public information available in an easily accessible and user friendly format.

Students from various design and art schools and similar programs will produce an exciting, creative, cutting edge, multimedia presentation and submit it for judging. The presentation will include photographs (most of which are already in Power Point) and other images which the City will provide. The students are expected to add sound and motion/animation and may add copy and images to make it more dynamic and stimulating. The City may use the best entry in presentations in neighborhood and other community meetings. The piece may also be broadcasted on the City's cable TV channel and included as a link on the City's website. The students will have an excellent opportunity to have their creation exposed to a wide and diversified audience and add it to their portfolios, while at the same time providing a great service to the community.

Rules

- Entrants must be enrolled in a field of study such as, communications, graphic design, multimedia production, web design, computer animation, digital media technology, architecture or related field.
- Entries may be submitted by one individual or a team of students. Teams of two members or more are encouraged.
- Each entrant or team must fill out and submit an entry form (attached) by the **due date of September 15, 2003** via fax to Katia Hirsh at (305) 673-7559 or regular mail to Ms Hirsh, Planning Department, 1700 Convention Center Drive, Miami Beach, FL 33139. Any questions about the competition or the rules may be directed to Ms. Hirsh via email at katiahirsh@miamibeachfl.gov or by telephone at (305) 673-7550.
- **A meeting** to discuss MiMo architecture and details about the competition will be held at City Hall **on September 22, 2003 at 3:00 – 5:00 PM** in the first floor conference room, 1700 Convention Center Drive, Miami Beach. Questions will be answered.
- The final piece submitted for judging must not exceed 10 minutes in length.
- Credits to the entrants may be shown in the presentation in accordance to City standards (as discussed in the meeting).
- Entries must be **completed and submitted for judging by 5:00 PM on October 31, 2003.**
- Entries will be judged by a panel of judges appointed by the City of Miami Beach.
- All entries must be submitted in CD format.
- Selected entries will be rated first, second and third place. **Winners will be awarded as follows: first place, \$500; second place, \$250; and third place, a gift certificate for a Miami Beach restaurant.**
- The first place entry may be utilized by the City as described above.

Important

- All participating teams will work in collaboration with the Media Specialist from The City of Miami Beach on the technical aspects of the project. Required formats will be discussed at the scheduled meeting. Entries are required to adhere by the following parameters: they should be in a web-ready format, not to exceed 500 Megabytes, and burned onto a CD. All source code must be included where applicable.
- All photos, images and other materials will remain property of the City of Miami Beach.
- The City of Miami Beach is not liable for any copyright infringement on the part of the entrant. All material used in the submitted entry must be either provided by the City of Miami Beach or created by the entrant or team. No material may be taken from websites or other sources over which the entrant or team does not have the legal right to use.
- Entrants, teams and winners by their participation in this competition release the City of Miami Beach from all liability in connection with this competition.
- Use of the submitted entries and winners will be at the sole discretion of the City of Miami Beach, with appropriate credits to the submitting entrants or teams, according to City standards.
- The winning entries will become a property of the City of Miami Beach.

Judging Criteria

Each submitted entry will be judged on:

- How well it communicates its intended purpose – to inform and educate the public.
- How creative it is.
- How well the images, copy, sound, and movement integrate with each other and flow within the overall piece.
- How readable the copy is - including spelling and grammar.
- How high a level of excitement it conveys.
- How high its level of quality and professionalism is.

North Beach MiMo Architecture Multimedia Production Competition
ENTRY FORM
Deadline September 15, 2003

Name(s)_____

Address(es)_____

Phone No.(s)_____

Email address(es)_____

School name and address_____

Field of study or specialization_____

Name of school instructor or representative, job title, and phone number_____

Media format_____

I agree to abide by the rules (preceding) of this competition _____

Entrant's(s') Signature(s)